

Jeff Lanza's Media Tip Sheet

1. ***Use Their Power to Your Advantage by Building Relationships***
 - a. *Develop a list of media players in your market*
 - b. *Invite them to a meet and greet session*
 - c. *Go to them if they won't come to you*
2. ***Become a profit center for them by feeding them positive stories***
 - a. *Got a story idea? Let them know*
 - b. *Help arrange interviews and provide video opportunities*
 - c. *Offer exclusives during sweeps periods*
3. ***Be ready to respond without delay at the moment a crisis begins***
 - a. *Have a defined media contact policy*
 - b. *Respond to all requests as soon as possible*
 - c. *Notify all other media quickly*
 - d. *Consider using text messaging or social media as a communication tool*
4. ***Tread carefully with newspaper reporters***
 - a. *Watch out for online demands— all stories can be put on Web in minutes*
 - b. *Know an investigative reporter when you see one – it may spell trouble*
 - c. *Ask to have your quotes read back by reporter before the story is published*
5. ***Monitor the social media and respond to address the issues***
 - a. *Correct inaccurate information*
 - b. *Supplement your message through similar medium*
 - c. *Consider a blog as a way to deliver your message*
 - d. *Use your Web site as a tool to communicate during a crisis*
6. ***Be prepared for the onslaught and don't bunker down***
 - a. *Be ready to answer the expected - what the media will need in any crisis*
 - b. *Be prepared for the unexpected and know what you will not talk about*
 - c. *Respond quickly but deliberately*
 - d. *Avoid impromptu interviews*
7. ***Be vigilant when dealing with the press and in all public settings***
 - a. *Don't fall for the dead air trap – state your answer, then your message and stop talking*
 - b. *Be careful of live microphones and cameras in any public place*
 - c. *Don't react at a reporter emotionally*
8. ***Deliver messages in a clear and concise manner***
 - a. *They must be short*
 - b. *They must be relevant*
 - c. *Include community action steps if appropriate*
 - d. *Always express empathy regarding those affected*
 - e. *Don't over reassure or make promises you may not be able to deliver*
9. ***Gain control***
 - a. *Get information about the reporter and their focus*
 - b. *Know the reporter and the show before the interview*
 - c. *Set the ground rules with the reporter prior to conducting the interview*
10. ***Stay in Control***
 - a. *Correct inaccurate information and embellishments*
 - b. *Stay on message – example - “What is important to remember is...”*
 - c. *Answer question and bridge to message*